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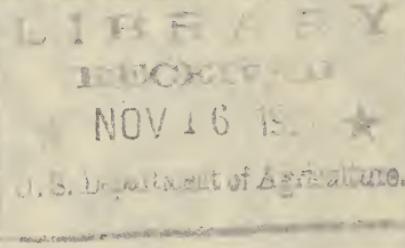
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62,23

Twenty-five years
in the glad game

THE GLAD BOOKLET

1929



DECORAH GLADIOLUS GARDENS
DECORAH, IOWA
U. S. A.

What's Doing at Decorah, Iowa

(Mr. J. D. Long of Boulder, Colorado, is just about the luckiest guy on earth. He has *two* great callings and has been able to follow and make a success in both of them: as a business man in seeds and bulbs, and as a snappy writer—a rather unusual combination. Of course, he is a Corn Belt product, born and raised near Mason City, Iowa. He could just as well be editor of "Life" or "Punch" or "Kladderadatsch" or something else just as screamey, but as he is not, he makes up for it by turning out breezy booklets of his own. This last summer he was judge at both the California Gladiolus Show and the National Show at Toledo, Ohio. On these long trips East and West he made several side trips, even visited his brother, Dr. W. E. Long, in Mason City for the first time in more than twenty years—also Decorah. And now he has written about his wanderings in a nice booklet he calls "Rambling Remarks of a Restless Rover." Here is a sample:)

My, but I was tickled the color of a Longfellow glad when I learned that W. E. could get off a whole day to drive me over to Decorah, Iowa, the town made internationally famous by two very quiet, unassuming men, Mr. Kristian Prestgard and Dr. C. Hoeg, proprietors of the Decorah Gladiolus Gardens. These noble Norwegian-Americans have originated some of the finest glads grown today, such as Longfellow, Miss Des Moines, Jenny Lind, Jane Addams, Mrs. Kr. Prestgard, Trilby, Spring, and others, known to nearly every glad fan the world over.

We drove over the northern route, through Osage, dropping down into the beautiful valley in which Decorah is located, about ten o'clock in the forenoon.

Like A. E. Kunderd, these two glad growers, catalogue and sell only their own varieties. I was surprised to learn how their business has expanded. The plantings are located at different places close to town, wherever a favorable plot of ground was available. I don't know yet how many of these plots we saw or whether we ever did see them all, but we saw plenty. And such rich black loamy soil!

But it takes more than soil to originate such fine glads as we saw there, and as many of us are now growing of these Decorah varieties. Takes a liberal sprinkling of

(Please turn to inside back cover)

READ THIS FIRST

All the varieties listed in this Booklet are our own productions. We grow nothing else.

We advise you to send us your order early, as the stock of some of our finest varieties is limited.

We send out only young, strong, clean, healthy bulbs, true to name. We consider bulbs $1\frac{1}{4}$ inch up good blooming size.

We do not ship bulbs during December, January and February except at special request by buyer and at his risk. At other times, fall or spring, we guarantee safe delivery.

No orders will be accepted after May 1st.

The prices quoted in this Booklet include postage or express charges to all points within U. S. and Canada.

Orders amounting to less than \$1.00 not accepted.

Remittance must accompany all orders.

To our friends in Canada: We do not ship bulbs to Canada in the fall but book orders up to April 1st—not after that date. Send the number of your import permit with your order. All Canadian orders will then be shipped as soon as the bulbs are inspected by our state entomologist in accordance with the Canadian Insect Pest Act.

Customers outside of the United States are respectfully asked to remit by international money order or draft on New York or Chicago banks, made out in American money.

Write your name and address very, **very** plainly.

Don't throw this Booklet away after having made out your order. Show it to your friends and talk it over.

If you move or change your address before our next Booklet is out, please notify us, or you will not get it.

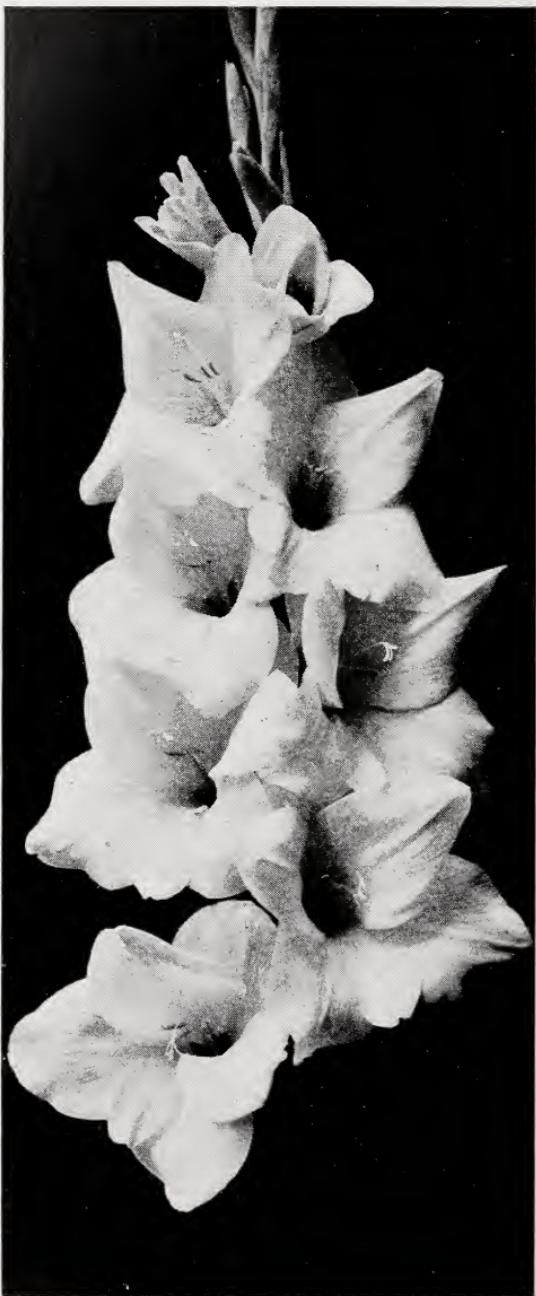
Don't fail to read what "the other fellows" say of our varieties on the last pages of this Booklet. They know.

Our varieties are now grown and known in Japan, China, Philippine Islands, Hawaii, Cuba, Australia, New Zealand, Tasmania, also in England, Holland, France and other European countries, and, of course, in every state in our own U. S. and in every province in Canada.

Reference: Decorah State Bank, Decorah, Iowa.

DECORAH GLADIOLUS GARDENS

Box 257, Decorah, Iowa, U. S. A.



Miss Des Moines
Not a representative spike.

Miss Des Moines

(Reprint from the 1928 Glad Booklet)

Here is how it all happened—as told by the Des Moines Register for September 2, 1926:

“The champion seedling of the Midwest Gladiolus Show will be named Miss Des Moines, officials announced last night. Kristian Prestgard of Decorah, owner of the prize lavender seedling, has consented to relinquish the Sisson prize, which the seedling had won, and allow the new flower to carry the name of Miss Des Moines. The seedling, which has been described by officials as a pure, clear lavender with lighter throat and with many blossoms open at one time, will make this city famous, according to L. Earl Foglesong, and it was characterized as of first quality by C. E. Houdyshel of La Verne, Calif., who judged the show.

In consenting to give up the Sisson prize Mr. Prestgard loses the \$100.00 cash prize, given by Mr. Sisson. Other requirements which he relinquished were the naming of the variety Marietta Sisson and the right to sell bulbs at \$100.00 a bulb for three years.

Des Moines growers were jubilant last night when told the new seedling was to carry the name Miss Des Moines. The new bloom has been the center of attraction among all growers at the show, they said. “I consider this new seedling the finest I have ever seen,” Mr. Foglesong, who acted as judge at the national show, declared last night. “Mr. Prestgard has done Iowa and Des Moines a great service in allowing us to name his gladiolus.” The naming of this prize seedling completes a two years’ effort to find a perfect seedling and give it the name of Des Moines.”

The color of Miss Des Moines, according to Ridgway’s Color Standards, is pale lilac, shading to light liseran purple towards the edges. Throat light Marguerite yellow. In everyday English it would be called clear lavender, deeper at the edges of petals and fading to almost white in the center. The soft and very delicate colors blending harmoniously. Eight blooms usually open at one time and regularly placed. Stalk tall and always erect.

Large bulbs, \$25.00 each. Medium bulbs, \$12.50 each.



Jane Addams

Jane Addams

The New Outstanding Lavender Glad.

This new lavender variety has already caused a stir among glad fans fully equal to Longfellow. It was exhibited for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and the lone spike among the tens of thousands was the center of attraction, or rather it shared the attraction with the other new lavender, Miss Des Moines. At the last two years' shows we had no spike to exhibit but almost everybody asked about it. One grower told us, that he had blooms of Jane Addams last summer (1927) measuring $7\frac{1}{4}$ inch. We told that to another grower, almost ready to apologize for the exaggeration, but he calmly remarked: "Oh well. I can go him one better; I had a bloom of Jane Addams that measured more than that and it was a sight."

Hardly think we have had any of that enormous size ourselves, but there can be no doubt but that Jane, when well grown, is the largest lavender glad in existence.

The color of Jane is soft phlox pink with white throat but it belongs rightfully in the lavender class. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature, but when the color comes clear, as it usually does, it is hard to find anything to equal it. Stock rather scarce yet although it is a very good multiplier.

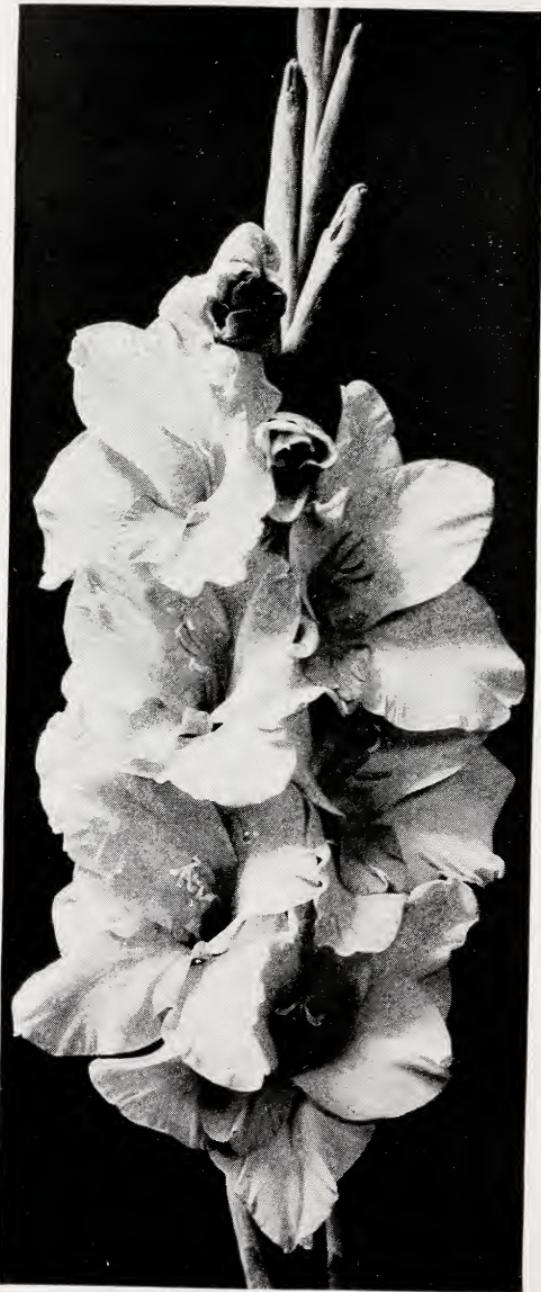
Our field of this great new glad was a sight to behold when it was all abloom last fall. From a little distance it looked like a waving ocean of clear, soft lavender and everybody stopped their cars on the highway and asked what in the world it was. It is one of the most striking and appealing of the whole glad tribe.

Last year we predicted that you would hear a whole lot more about Jane Addams in years to come. Altho it is not widely known as yet, we have already heard an earful from different sources. Here is what MR. J. B. GREEN, the well known flower lover of Des Moines, who has one of the finest show gardens in Iowa, has to say about it:

"I want to compliment you on Jane Addams. The first bloom out stood $4\frac{1}{2}$ feet to the top of the spike. The blooms, especially the lower florets, were between 6 and 7 inches in diameter. We did not cut it at all. Let it bloom. A wonderful Glad and much admired by everyone that came in."

Large bulbs, each \$1.00; dozen \$10.00.

Medium bulbs, each 50c; dozen \$5.00.



Trilby

Trilby

This beautiful glad has a rather remarkable or at least unusual history. It is quite a number of years now since it bloomed the first time and everyone who saw it agreed, that it was the most beautiful thing they ever saw grow out of the soil. The constant thought of the happy originator during the remaining part of the summer was: "hope it is lousy with bulblets," as old Vaughan used to say.

When it was dug in the fall, it did not have a single bulblet. Not one! It was destined to blossom forth in all its glory one short season—and then go to its doom.

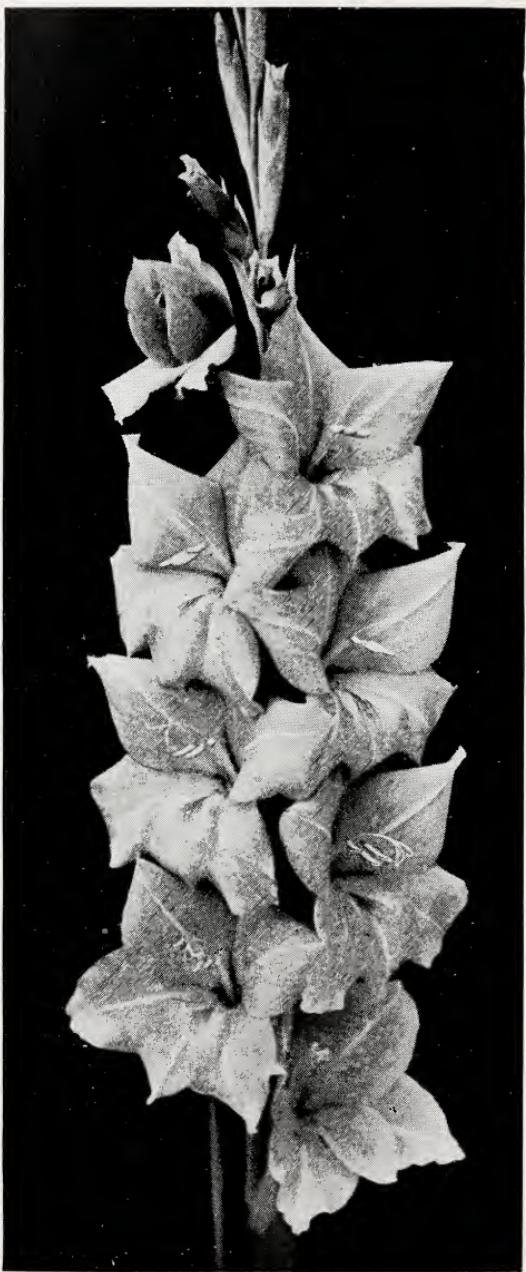
But the originator did not have a heart to throw this lone bulb away. It was to have another chance. The second year it came "smiling thru" just as lovely as the first time, but bulblets? It didn't have a sign of any.

Same sad story the third year. This beautiful peaches and cream creation was absolutely worthless. Still the originator could not bear the thought of throwing it away. It was to have another chance. And the fourth year something happened. When dug in the fall the old bulb was surrounded by a liberal number of bulblets! Talk about a pleasant surprise! And since that day it has never failed once to produce its normal quota of bulblets. Nothing like it has ever happened in the experience of the originator—which covers a period of twenty-five years among the glads. Does anyone blame him for calling Trilby one of his pets?

If you want to win one of the biggest prizes at any show just put up a good vase of well grown Trilby and you will be about as sure as you possibly can be. It is another darling, and practically everything lovely that has been said about Jenny Lind can with equal justice be said about Trilby, although the two are entirely different. Stock has so far been scarce and it has, to our knowledge, never been exhibited, but it will surely be heard from in the show room some day.

Color light buff, rich yellow throat, a wonderful pleasing and refined color combination. Many beautifully ruffled flowers open at one time and perfectly placed. Stem very tall and strong. Make up a bouquet of Trilby and Jenny Lind and you will have something hard to beat.

Bulbs, 1½ inch up, each 50c; dozen \$5.00.



Longfellow

Longfellow

Very few new glads, if any, have made such a great hit all over the land as Longfellow has the last couple of years. It has won a place as one of the very finest pink varieties of recent introductions. It is a Carmen Sylva seedling and has the same tall, slender wiry stem as its parent, never crooked. Color, a lovely la France pink. Flowers large, wide open, of good form and perfectly arranged on the spike, and with up to eight blooms open at one time it is a sight to behold. Stands heat and bright sunlight very well. Several florists have told us that as a cutflower and a florists' variety Longfellow has no equal. There is only one cheap thing about it: the price.

Better let the other fellows say what they think of it. Here is a comment by a well known expert in Ontario:

"The most serious defect of our present varieties in general is poor placing and arrangement of flowers on the spike. The illustration of Longfellow in the Decorah catalog is a model to aim at in breeding, and this variety stands out above all others of my acquaintance for perfect placing and arrangement."
—J. W. CROW, Ontario, in an article in the A. G. S. Official Bulletin for September, 1927.

And here is what one of the most experienced growers in the East has to say about it:

"I predicted that Longfellow would be heard from in the show room and this variety has certainly caught the fancy of the experts. Watch the stampede for it."
—LOUIS G. ROWE, New Hampshire.

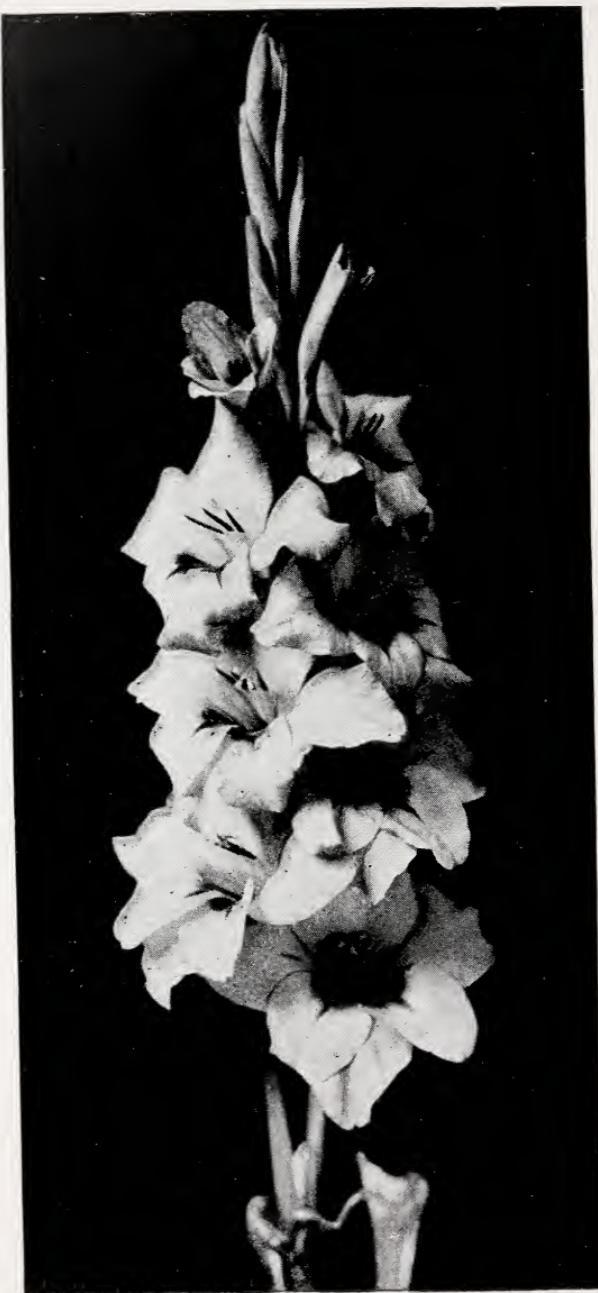
Michigan of the same opinion:

"Longfellow is the variety I thought best of all. For a pure colored bloom I know of no better. It was just great and a variety that you can well be proud of."—G. W. THACKER, Mich.

LONG, of course, knows all about Longfellow:

"Now that I have got my share of Longfellow I will tell you something that I have had on my mind for some time: You have something great in this glad. Worth \$5.00 easily. Longfellow seems to be brimming over with pep."—J. D. LONG, Colo.

Bulbs, 1½ inch up, each 30c; per dozen \$3.00.



Jap Lady

Jap Lady

This Bishop purple flower has no doubt the most remarkable color ever seen in any gladiolus—"exceedingly pleasing odd," as one expert puts it.

Being a near relative of the now almost extinct Badenia, the bulb has its peculiarities and is not pretty to look at. The husk is thin and falls off easily. Still, it will not only grow but even produce a stronger and sturdier stalk than most varieties in the purple or blue shades. We advise you to plant it in rather loose, sandy soil that has not been fertilized lately and where glads have not been grown before. Especially keep horse manure miles away from it.

Jap Lady is not of the long-lived sort. When a bulb gets large and old it is not much good. Discard it and plant only young ones and you will have no trouble. It multiplies well and if you save the bulblets, you will always have a crop of young bulbs. Treated that way Jap Lady is here to stay. Besides, it is so cheap now that anyone can grow it in quantity.

Here is the opinion of two ladies, famous among all flower lovers.

"Jap Lady—what an ugly name—was a wonderful interesting flower in color, its general effect a dark pinkish-lavender." (?)—MRS. FRANCIS KING in "Notes on the new gladioli" in House Beautiful, May, 1924.

"I want especially to speak of Jap Lady because I was much interested in it and pleased with it. As you said the bulb is not attractive but the flower is certainly beautiful and very unusual. It is in a class by itself, a flower that is bound to please the most critical observer. I consider it a very worthy acquisition in the world of gladioli."—MRS. A. H. AUSTIN, Ohio.

And from two equally famous men:

"Your wonderful glads were greatly admired at our flower show last year. Have you any more of Jap Lady? This is certainly a flower of remarkable color."—N. E. HANSEN, Professor of Agriculture, South Dakota Agricultural College.

"It is hard to pick a favorite from your group after but one season's growing. Your Jap Lady was a wonder, absolutely different in every way."—CHAS. E. F. GERSDORFF, Washington, D. C.

Bulbs, one inch up, each 25c. Dozen \$2.50.



Peer Gynt

SOME GLORIOUS GLADIOLI

The letter (H.) in parenthesis after name indicates that the variety is originated by Dr. Hoeg and (Mrs. H.) by Mrs. Dr. Hoeg, while Mr. Prestgard is responsible for those marked (P.).

As we told you last year it is not our aim to fill the Glad Booklet with as long a string of gladiolus names as possible. We could have had a whole book full by now if we had wanted to. It is not the greatest possible number of varieties but the best possible quality we are after. This year we introduce only six new varieties, but at the same time discard five of our oldest ones which we do not consider measure fully up to the modern standard any more. And so we start our twenty-sixth glad year with 49 varieties in our Booklet. Years ago we pledged ourselves never to list over fifty varieties, but—it looks as if it may prove hard to stick to that pledge very long after this. Come to think of it, we really ought to have had fifty after twenty-five busy years in the glad game. Wish we had enough space in this little Booklet to tell you the story of this wonderful game of ours.

This year we have reduced the prices something scandalously practically thru our entire list. Hope nobody will object.

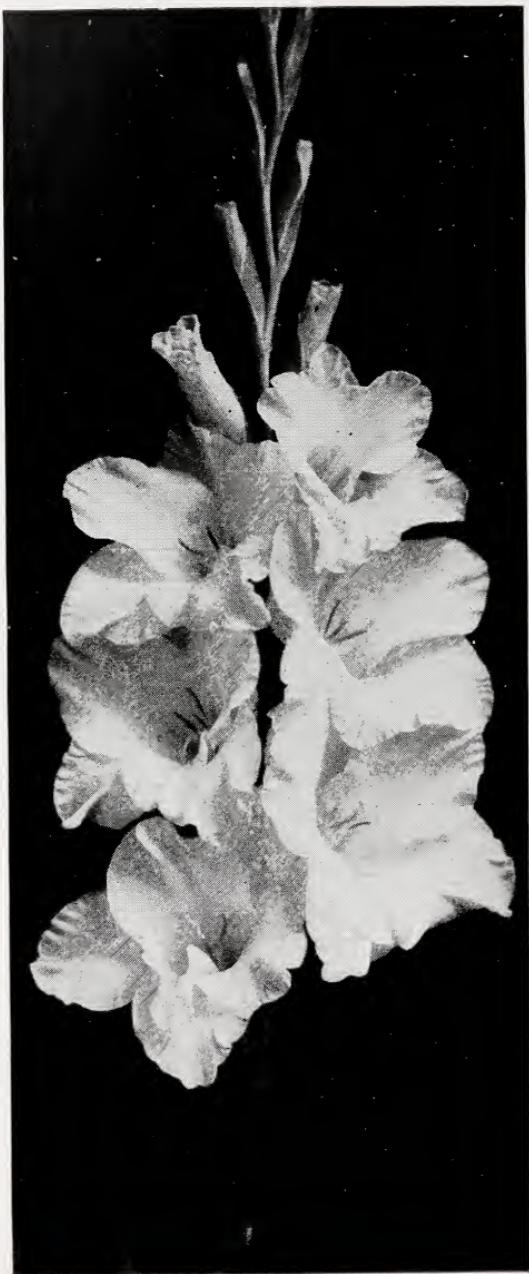
Well, here are the six new ones:

BLUE BOY. (Mrs. H.) Color pale bluish lavender; true purple throatmark bordered Marguerite yellow. Flower of good size. This is a decided improvement on the old Hyacinth, which dropped out of sight many years ago, and one of the very finest in the blue class. Has fine bulbs too. Only a few to spare this year.

Each \$2.00.

FINN MALMGREN. (P.) Color scarlet red, medium ruffled. Clear, rich, glowing color. Very beautiful spike, many flowers open and regularly placed. A dainty, dim, lighter scarlet circle in the throat. (A little lighter color than Roald Amundsen.)

Each 50c. Dozen \$5.00.



Miss Decorah

LOTUS. (P.) This new glad belongs to the primulinus grandiflorus class. Very beautiful cream color, shading to light pink towards the edges. Exceptionally large flowers and many open at one time. Makes a magnificent bouquet.

Each \$1.00. Dozen \$10.00.

MANDARIN. (P.) Another primulinus grandiflorus. Very deep, rich salmon orange color, pinard yellow throat. One of the earliest. Last season we had plants of this new variety over five feet tall with long stem above the leaves.

Each 50c. Dozen \$5.00.

PEER GYNT. (H.) Ridgway would call the color of this new, beautiful glad something like pale vinaceous-fawn—if anyone knows what that is. Wonder if pale pinkish grey would not give some idea of the color? Throat light sulphur yellow. Flowers large, wide open, slightly ruffled and of very good substance. Many open at one time. Stalk strong and sturdy. Good multiplier. Color, form, placement, sturdiness—everything combine to make this variety a truly outstanding novelty. Only a few bulbs to spare this year. (See cut page 12.)

Each \$5.00.

ROALD AMUNDSEN. (P.) Color spectrum red, practically a selfcolor. Very clear, rich, red flowers, well placed, and with wavy edges of petals. Good size. Plant strong and straight. An excellent addition to the red tribe of glads.

Each \$1.00. Dozen \$10.00.

And These Are Not Old Either

BEN BOLT. (P.) Eosine pink, beautifully flaked scarlet. Light yellow throat. Many blooms open at one time. Very showy and excellent for design work.

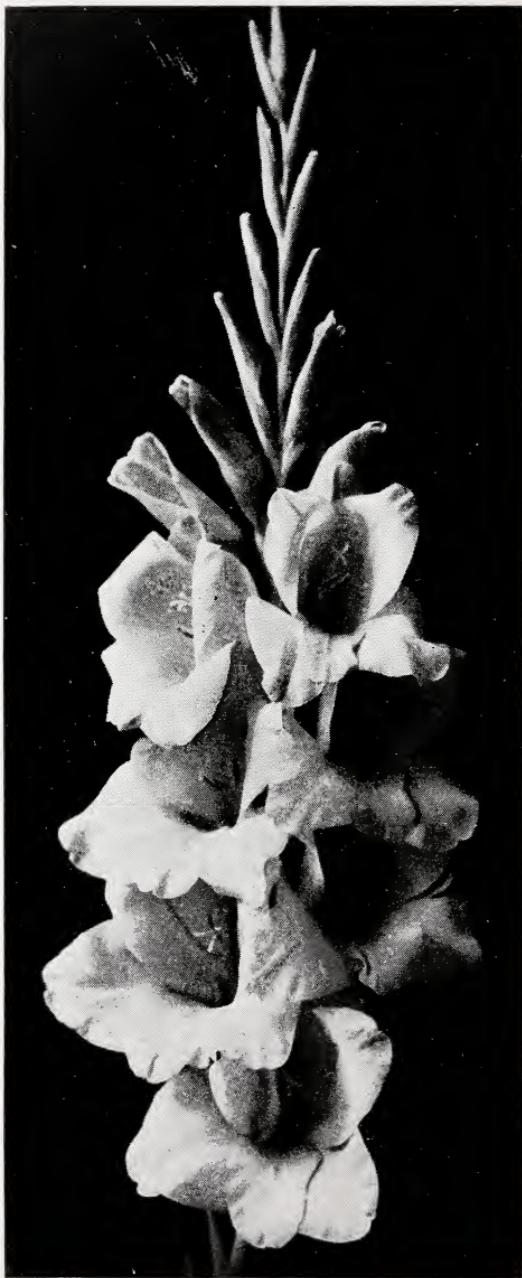
Each 20c. Dozen \$2.00.

BLACK JOE. (P.) A very dark, rich glowing crimson. A fine, self-colored variety. Very popular. Just see what it will do in a bouquet.

Each 10c. Dozen \$1.00.

BLUE JACKET. (Mrs. H.) Bluish violet, darker in the throat. A real good blue.

Each 50c. Dozen \$5.00.



Norma Talmadge

BUFFALO BILL. (H.) Phlox pink, barium yellow throat. Tall and stately. Large flowers. This variety will be classed among the aristocrats of the gladiolus tribe when it becomes better known. One of the very tallest and strongest in the lavender class. (See cut page 26.)

Each 50c. Dozen \$5.00.

CARMEN SYLVA. (P.) Pure snow-white, throat slightly penciled lilac, almost self. Stem tall and slender but wiry and strong, always straight. Excellent for cutting. Considered by many experts the most dependable and satisfactory of all whites. Can stand almost any kind of weather. (See cut page 40.)

Each 10c. Dozen \$1.00.

CHARLES LINDBERGH. (P.) This is one of the aristocrats in the glad family. Color clear hermosa pink with large napthalene yellow, almost white, blotch in the throat. Very large flowers of good texture and striking beauty. Stem exceptionally tall and wiry and a strong grower.

Each \$5.00. Six for \$25.00.

CHICAGO SALMON. (H.) Deep salmon pink, throat suffused with yellow. Very attractive and makes a beautiful bouquet. Excellent florists' variety.

Each 10c. Dozen \$1.00.

CYNTHIA. (H.) Clear hydrangea pink shading to pale greenish yellow in the throat. A very pleasing color and a perfect spike with blooms perfectly placed. An excellent variety for every purpose. (See cut page 34.)

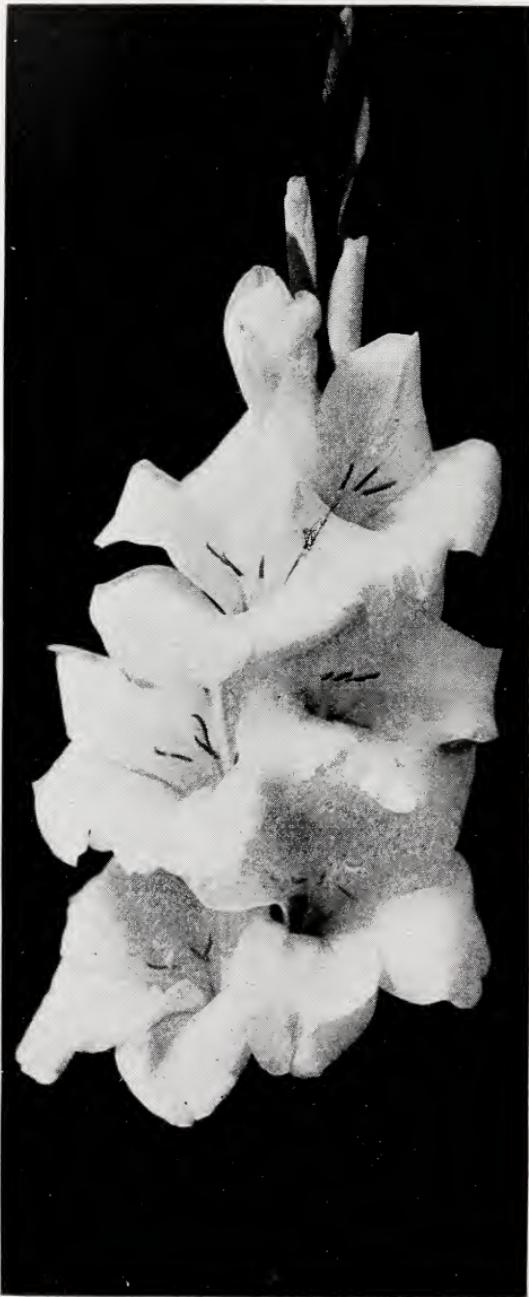
Each 25c. Dozen \$2.50.

DOROTHY VERNON. (H.) Color, clear Marguerite yellow with baryta yellow throat. A stately spike, strong grower and very prolific. Quite early. One of the very finest in the light yellow class. (See cut page 22.)

Each 50c. Dozen \$5.00.

DR. MAYO. (H.) Pale amaranth pink, barium yellow throat. Large, wide open flowers with clear and very attractive color. This is another lavender that has won the hearts of many glad fans.

Each 50c. Dozen \$5.00.



Lincoln Ellsworth

GETTYSEBURG. (H.) Rich velvety carmine, throat darker. Large, round, well shaped flowers. Tall, slender stem. A very showy variety that attracts attention wherever grown or shown. (See cut page 36.)

Each 30c. Dozen \$3.00.

GERTRUDE EDERLE. (P.) Clear colonial buff, practically a self. Petals slightly wavy. This is a primulinus grandiflorus of great size and beauty. Stem very tall when well grown.

Each 50c. Dozen \$5.00.

GOLD. (H.) Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. A grand variety. Still considered by many experts the best yellow gladiolus ever produced. (See cut page 20.)

Each 10c. Dozen \$1.00.

GRACE E. KIMBALL. (P.) Pale Hortense violet, rich dark velvety blotch of hyacinth violet. A very fine blue and extra strong grower with fine, healthy bulbs.

Each \$1.00. Dozen \$10.00.

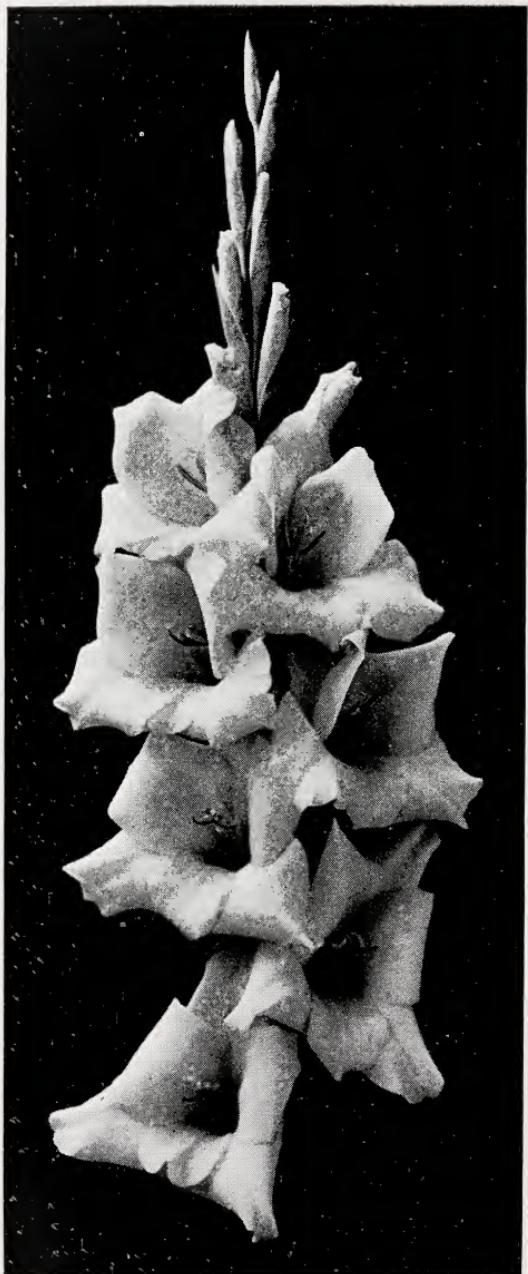
HAZEL DAWN. (H.) An unusual strawberry pink color, throat lighter and dotted carmine. Extraordinary long spike with a large number of florets. Winner of many first prizes. The strongest grower of all.

Each 25c. Dozen \$2.50.

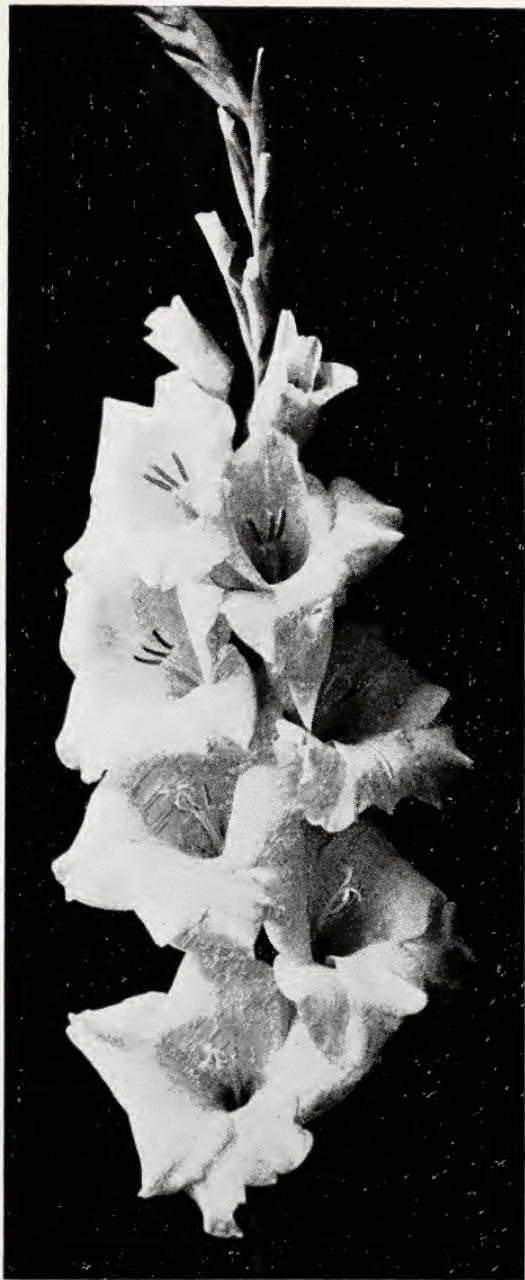
HOMESTAKE. (P.) Ground color rich pinard yellow, veined cornelian red, the lines getting somewhat heavier towards the edges. Colors can be given only approximately as we can not find the exact colors in Ridgway. The general effect is a deep, rich orange flower. This variety was awarded the A. G. S. Trophy for the best new seedling at the Midwest Show at Des Moines, Iowa, 1927.

Each \$1.00. Dozen \$10.00.

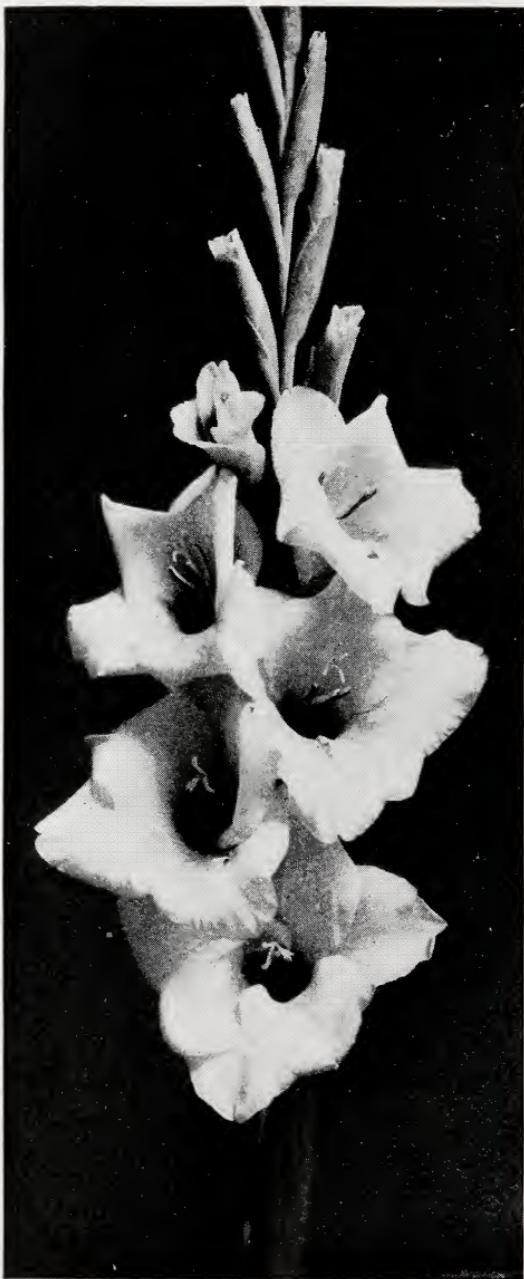
HONEYDEW. (P.) A lacinated primulinus of rare beauty. Color light orange yellow with salmon orange splashes, deeper towards the edges. An exceptionally rich and refined color. Only few flowers open at one time. Each bulb often throws three stalks and each stalk three almost equally tall spikes, making nine spikes from one bulb. A real unique variety both as to color, form and habit.—We have for about nine years worked with lacinated types of our own originations and have now several



Gold



Mrs. Kr. Prestgard



Dorothy Vernon

fine varieties in different colors. Of these Honeydew is the first one to be introduced. We consider it a real acquisition for those who like the dainty prim's.

Each \$1.00. Dozen \$10.00.

IMPERIALIS. (No. 555 — Mrs. H.) Light mallow purple, cream throat. Very large flowers.

Each 39c. Dozen \$3.00.

IRMELIN. (P.) Bright scarlet, light yellow throat (colonial buff), medium sized flowers, but many open at one time, forming a showy spike.

Each 20c. Dozen \$2.00.

JANE ADDAMS. (P.) Soft phlox pink, white throat. Very large flowers of a wonderful clear soft color. Like many other varieties of delicate color it is apt to become faded in sultry weather or sudden change in temperature. Medium tall. Was shown for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and was the center of attraction there. (See pages 4 and 5.)

Large bulbs, each \$1.00. Dozen \$10.00.

Medium bulbs, each 50c. Dozen \$5.00.

JAP LADY. (P.) Bishop purple, velvety blackish purple blotch in the throat. A unique and very attractive color. Extra fine in a vase with whites or yellows. We advise you to plant only young bulbs. You will get the best result from No. 3 size bulbs — 1 to 1 1/4 inch. (See pages 10 and 11.)

Bulbs, one inch up, each 25c. Dozen \$2.50.

JENNY LIND. (H.) Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. Many blooms open at one time. An exceedingly refined and attractive variety that should not be lacking in any garden. It is our impression that there are not many varieties of gladioli existing to-day that have won the hearts of so many good, glad people as Jenny Lind. If there ever was a truly lovely flower among the gladiolus tribe, this is the one. It is a "peaches-and-cream" affair and the wonderful perfect blending of the two delicate colors can not but appeal to everybody who understands and appreciates the beauties of nature. It impresses one as something pure, noble and refined, reminding one of the great nightingale whose name it carries. (See cut page 24.)

Each \$1.00. Dozen \$10.00.

LINCOLN ELLSWORTH. (P.) This is one of the Giants of the glad tribe. Immense white flowers of robust substance. Throat streaked and dusted purple and tips of



Jenny Lind

petals usually flaked with the same color. Many flowers open at one time, forming a real bouquet by itself, borne on a very tall and strong stem. A very robust grower and a real grand new white. (See cut page 18.)

Each \$2.00. Six for \$10.00.

LONGFELLOW. (P.) La France pink. A pleasing color. Many large, wide open flowers. Tall, slender wiry stem. A Carmen Sylva seedling. Excellent for cutting. Has made a great hit the last two seasons. (See pages 8 and 9.)

Each 30c. Dozen \$3.00.

MADAME NORENA. (P.) Very light flesh pink, almost white, splashed with deeper pink at edges. Throat very rich, clear barium yellow, the two delicate colors blending harmoniously, making an exceptionally pleasing combination. Wide open flowers of good substance and beautifully ruffled edges. Many open and perfectly arranged. One of the finest of later years' creations. Quite early; a strong grower and good multiplier.

Each \$2.00. Dozen \$20.00.

MARCONI. (H.) Rose purple, aster purple blotch. Slightly ruffled. A very bright and attractive flower.

Each 30c. Dozen \$3.00.

MARION TALLEY. (P.) Color light salmon orange, a shade deeper on outside of petals. Towards the center it shades to a yellowish tint, slightly dusted red. This is a new primulinus of exquisite beauty.

Each 50c. Dozen \$5.00.

MILDRED DORAN. (H.) A lovely orange pink flower, shading to sulphur yellow in the throat. Many regularly placed flowers open at one time. A very pleasing color and beautiful spike.

Each 50c. Dozen \$5.00.

MISS DECORAH. (P.) This is surely a dainty Miss. Color a pure white, sometimes faintly splashed lilac at edges. Throat shading to ivory yellow, slightly feathered lilac. Large, wide open, finely ruffled flowers of good substance, good many open at one time and perfectly placed. Before opening up the buds have a creamy tint. Stem medium tall. This truly fine new variety, which probably could be described as a ruffled Carmen Sylva, is a worthy addition to the new ruffled tribe. (See cut page 14.)

Each \$5.00. Six for \$25.00.



Buffalo Bill

MISS DES MOINES. (P.) Color pale lilac, shading to liseran purple towards the edges. Throat light Marguerite yellow, almost white. In everyday language it would be called clear lavender, gradually fading to white in the center. Usually eight good sized blooms open at one time. Tall and erect, strong and healthy. This variety was awarded the Sisson prize of \$100.00 at the Midwest Glad Show, Des Moines, 1926, but this prize was relinquished in order to have it named Miss Des Moines. Only few bulbs to spare. (See pages 2 and 3.)

Large bulbs, \$25.00 each. Medium bulbs, \$12.50 each.

MONTENEGRO. (P.) Color rich dark carmine, still darker throat with two white bands. Buds almost black. A very showy velvety dark red glad with large flowers of strong texture. A greatly improved Black Joe and one of the very darkest varieties. (See cut page 32.)

Each 50c. Dozen \$5.00.

MONTEZUMA. (H.) Rich, dark, crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine and showy. One of the very best dark varieties. (See cut page 38.)

Each 10c. Dozen \$1.00.

MRS. KR. PRESTGARD. (P.) Pure snow-white without any trace of markings. Blooms of good substance, many open at one time. We believe that this variety is one of the very finest and all around most satisfactory of all white glads. It is as pure and white as Europa and as strong and sturdy as Peace when grown right. And the white in Mrs. Kr. Prestgard IS white, snow-white, not cream or gray or milkwhite. Seven or eight immaculate lily-like flowers open at the same time. Stands bright sunlight better than most whites. (See cut page 21.)

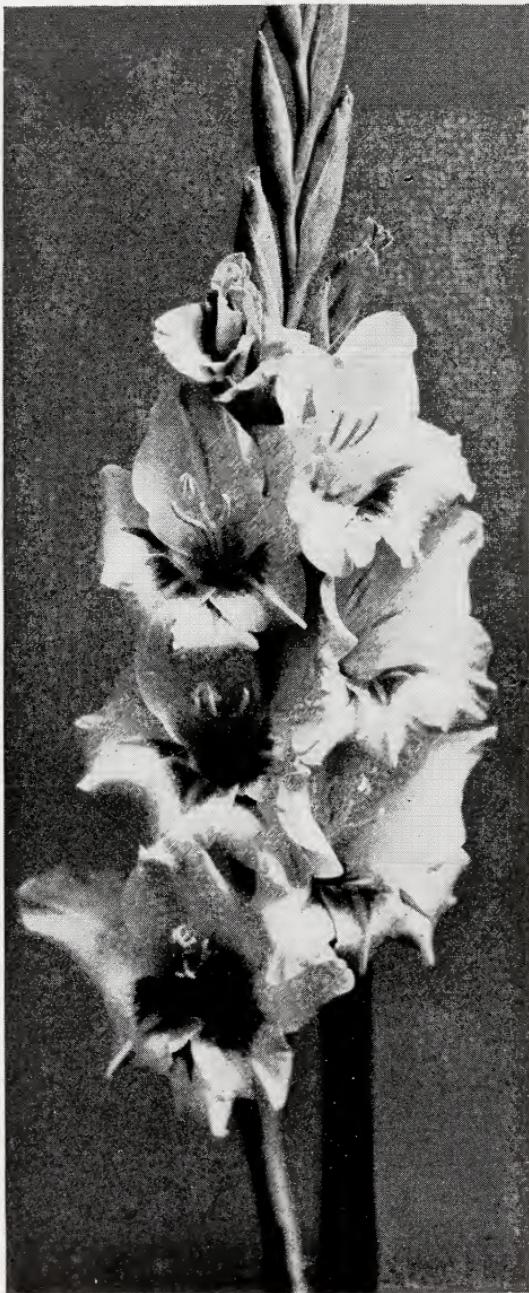
Each 25c. Dozen \$2.50.

NORMA TALMADGE. (H.) Clear sulphur yellow, almost self-color. Large blooms and many open at one time, forming a beautiful perfect spike, practically all the buds show color at the same time. A truly fine variety. (See cut page 16.)

Each 50c. Dozen \$5.00.

POCAHONTAS. (H.) Carmine-purple with a lemon-yellow throat, blotched plum-violet. An excellent, deep attractive color.

Each 25c. Dozen \$2.50.



Priscilla

POLLYANNA. (P.) Clear, rich, golden yellow, almost self. Blooms medium size. Many open at one time and always perfectly placed. Finely waved petals. A very beautiful yellow.

Each 10c. Dozen \$1.00.

PRISCILLA. (P.) Light Congo pink with spinel red blotch. A rather unusual color combination. Perfectly placed flowers of good size, wide open and slightly ruffled; many open at one time. You should not omit Priscilla from your list. (See cut page 28.)

Each 50c. Dozen \$5.00.

REGALIS. (Mrs. H.) Light lavender pink (mauvette), creamy throat. Very large, wide open flowers. A very beautiful clear lavender glad.

Each 50c.

SIR KARL. (P.) Color beautiful clear geranium pink with cream blotch in the throat. A very large and showy glad, admitted by Gersdorff into the super glad class. Tall stem, strong grower and a good multiplier.

Each 50c. Dozen \$5.00.

SPRING. (H.) Color clear eosine pink with pure white throat. Large, regularly placed flowers and many open at one time. A large bouquet of Spring makes quite a show by itself. (See cut page 30.)

Each 50c. Dozen \$5.00.

THEDA BARA. (H.) White, feathered light pink, throat flushed rose on amber-white. Large flowers with wavy edges of petals. Makes a beautiful bouquet. An excellent florist variety.

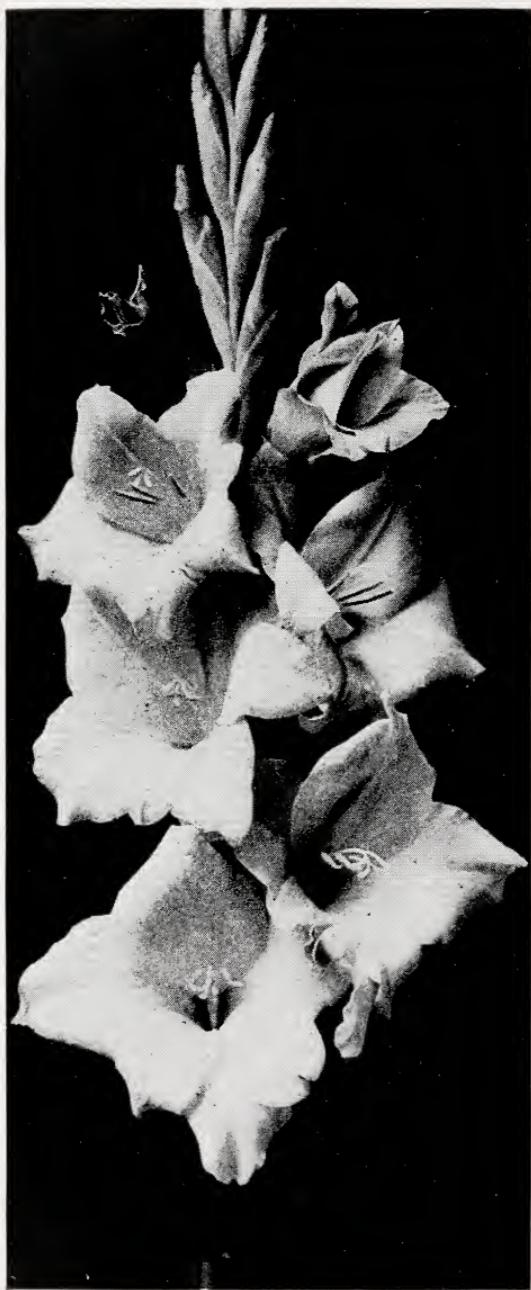
Each 10c. Dozen \$1.00.

TITANIC. (H.) Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers. A grand variety.

Each 20c. Dozen \$2.00.

TRILBY. (P.) Light buff, pure rich yellow throat. Beautifully ruffled. Many perfectly placed flowers open at one time. Exceedingly delicate and refined. Stem tall and strong. This is another darling that will make the glad fans stand up and take notice, when it becomes better known. We consider it one of the most refined of all our varieties and that's going some. (See pages 6 and 7.)

Each 50c. Dozen \$5.00.



Spring

COLLECTIONS

These collections are made up mostly for the benefit of beginners in the Glad Game, but fanciers will not regret looking them over either.

Collection No. 1.

One bulb of each of the eleven varieties listed at 10c and 20c (list price \$1.50), **\$1.25.**

Collection No. 2.

Three bulbs of each of the same eleven varieties (list price \$4.50), **\$3.50.**

Collection No. 3.

One bulb of each of the nine varieties listed at 25c and 30c (list price \$2.45), **\$2.00.**

Collection No. 4.

One bulb of each of the sixteen varieties listed at 50c (list price \$8.00), **\$6.50.**

Collection No. 5.

One bulb of each of the nine varieties listed at \$1.00 and \$2.00 (list price \$11.00), **\$9.50.**

Collection No. 6.

One bulb each of the three varieties listed at \$5.00 (list price \$15.00), **\$12.75.**

Collection No. 7.

One bulb each of the six new varieties introduced this year (list price \$10.00), **\$8.50.**

Collection No. 8.

If you send us from \$2.00 to \$10.00 and allow **us** to make the selection for you, we guarantee to send you named varieties to the value of double the amount sent us. For instance: If you send us \$5.00 for Collection No. 8 it means that you are going to receive bulbs to a total list price of \$10.00 and each variety properly labeled. This has proved to be the most popular of all collections.

Please order collections by number.

MISS DES MOINES FREE!

With every order from this catalog amounting to \$25.00 or more we will give one small bulb of the famous new and scarce lavender glad Miss Des Moines **free.** With every order amounting to \$50.00 or more, three small bulbs of Miss Des Moines **free.**



Montenegro

What the Other Fellows Say

THEY KNOW

We could print a whole book full of unsolicited testimonials of the same order as these few below.

"I took two first at the Connecticut Glad Show with *Longfellow*; won the best white with *Carmen Sylva*, and a spike of each variety was picked out by the judges for the best spikes in the Show. Of the six best spikes picked from the entire exhibit five were mine and two of your varieties were among them." —B. H. SPENCER, Mass.

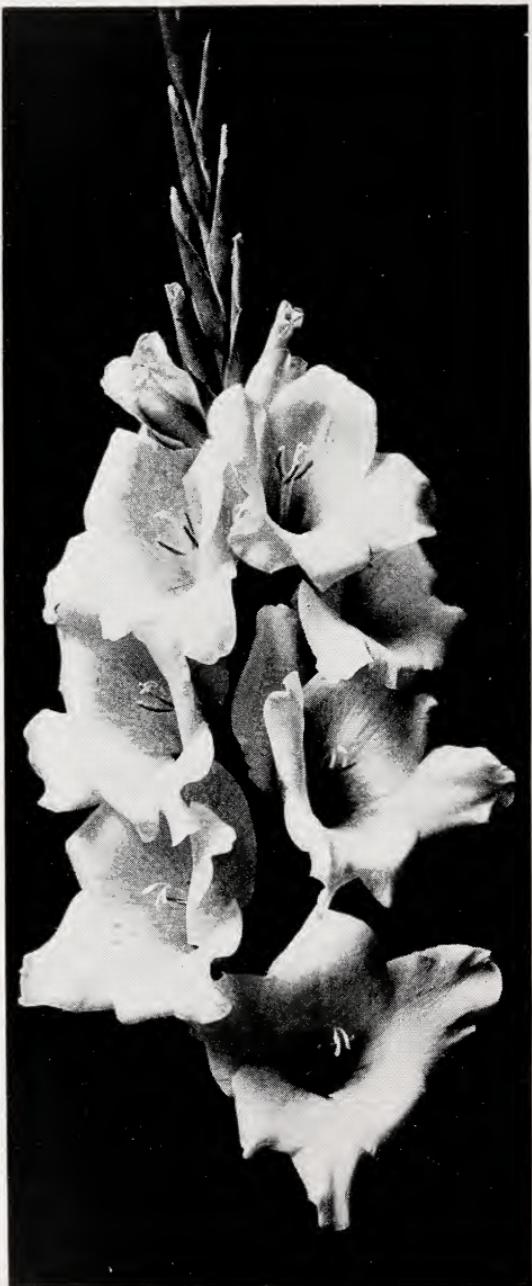
"Last spring you sent me a sample bulb of *Jane Addams*. It produced two very strong spikes and beautiful blooms. I consider it about the best of your long list of good ones and I think I grow about all of them with the exception of five." —S. B. JACOBS, Mass.

"I wish to tell you how proud I am of my Decorah Glads. *Sir Karl* is a super glad of a very high type. It has good substance, good keeping quality and a most wonderful color. —*Spring* is more striking than some varieties that I know that were introduced at several dollars per bulb. —The remarkable thing about Decorah Glads is their extremely fine vigor. They all stand up well in the hottest sun and don't kink as many other varieties do. And their low cost! —I would recommend the following varieties as being the best in their class, so far as I know: *Gettysburg*, *Jane Addams*, *Spring*, *Sir Karl*, *Dorothy Vernon*, *Blue Jacket* (fine color), *Madame Norena* and several others are at the top of any list." —MYRON D. BIGGER, Kansas.

"We were very much pleased with the bulbs we had from you last year. *Mrs. Prestgard* was wonderful, and *Gold* was simply blooming sunshine." —MRS. SARGENT BEVAN, Iowa.

"For several seasons I have been trying out some of your originations of glads. *Jenny Lind*, *Carmen Sylva*, *Gold*, *Longfellow*, *Jap Lady* and several others have been much admired. *Jap Lady* is so unusual and beautiful. *Longfellow* has proven especially attractive because of the large number of florets open at one time." —E. V. FOWLER, Ohio.

"If your other varieties are correspondingly as fine as *Jenny Lind*, there is nothing more to be said. You are creating wonders of loveliness. I trust and believe the others, *Trilby* especially, will fulfill expectations so well that I shall be ordering quantities of them another season, not only for myself but for others. —Many of my friends and callers saw *Jenny Lind* here last summer for the first time — I had two or three bulbs — and went into ecstasies over it, so with your bulbs I shall expect to send them into more raptures the coming season." —W. B. WOODS, New York.



Cynthia

"I think *Longfellow* is one of the very appealing glads and that it will be a stayer for some years."—E. M. BUECHLY, Ohio.

"Regardless of weather condition *Grace E. Kimball* is a very good propagator as well as keeper and often blooms the first year from bulblets. Its size and fine uniform color make lasting friends. *Grace* is a flower with no signs of yellow or red markings.—*Dr. Mayo* is a giant of the most refined, heavy, yet smooth substance, with no signs of lip markings. It's hard to imagine anything better among the self-colored lavenders."—ADAM STEINHAUER, Mich.

"I have had about 65 varieties blooming this summer, some of the very best, but *Jenny Lind* received more praise than anything else I had. People simply raved over it. *Gold* also received her share of praise. *Mrs. Prestgard* was a beautiful white, and of *Longfellow* I must have more next year. Don't suppose you have time to read letters of this kind but I felt that I must tell you of the wonderful success I have had with your bulbs, and what beautiful varieties they are."—MRS. G. D. HESTER, Arkansas.

"Your *Jap Lady* won't be discarded very soon. It is a wonder."—A. S. AVERY, Minn.

"*Grace E. Kimball* made the best showing of all my blues this summer and not only more satisfactory as a doer than (and he mentions three other famous blues) but is really clearer blue in effect."—E. G. LAPHAM, Indiana.

"Not half enough has been said about *Norma Talmadge*. The well shaped flowers are perfectly placed on a tall, graceful spike with seven or eight flowers open at one time. It's a wonder."—HARRY LILLY, St. Paul, Minn.

"It may be of interest to you to know that I won first prize for the best pink with *Longfellow* and for the best lavender with *Jane Addams*. Both of these have proven wonderful in my garden this year."—H. F. KELLOG, Iowa.

"We had several of your newer varieties this season and wish to tell you how much we admired them. *Longfellow*, *Jenny Lind*, *Mrs. Kr. Prestgard* and *Norma Talmadge* are always fine, but *Dr. Mayo*, the huge lavender, was grand. The three lavenders which we had were all fine but I think *Dr. Mayo* surpassed the others in growth and size without losing anything in color. *Grace E. Kimball* was fine in its blue coloring and a very strong grower for a blue. This is the first time we have grown *Jap Lady* and were much impressed with its color which certainly is fine. We enjoyed all of your productions and hope to have many more another season."—G. W. THACKER, Mich.

"I have not seen *Miss Des Moines* but have so much confidence in your modesty when it comes to pricing a new glad that I feel sure one you price at \$25.00 must be an exceptionally fine one."—J. D. LONG, Colorado.



Gettysburg

"Hope I am not too late to get some *Jane Addams*. I think it is a wonder."—R. D. LANCASTER, Des Moines, Iowa.

"*Hazel Dawn* which I exhibited at the N. A. Garden Club Show, won first prize and was the cause of much favorable comment because of its beautiful shade of pink."—JOHN H. PATON, Mass.

"I had *Jenny Lind* this year and it certainly is the prettiest combination of colors I have ever seen."—CHAS. SAWYER, Mich.

"I have the pleasure to inform you that the gladioli which were sent me from your garden were very fine indeed, and I thank you very much."—L. KAWAURA, Tokio, Japan.

"I have your *Jenny Lind* and *Gold*. *Jenny Lind* is indeed a darling and to my mind is the loveliest color blend I have ever seen in glads. I must have *Jap Lady*. I have heard a lot about it."—E. J. FALLU, Adelaide, South Australia.

"The bulbs arrived in fine condition, thanks to your expert packing. I desire to express my heartiest thanks for the generous extras."—G. T. TAYLOR, Christchurch, New Zealand.

"I thot you might be pleased to know that at the Custer County Fair in Broken Bow, Nebr., *Longfellow* easily won first place, where there were about 100 varieties shown. We are growing nearly 450 varieties and your originations all stand among the leaders."—HARALD J. PERRIN, Nebraska.

"I think *Jap Lady* is a wonderful creation."—C. E. HOUDY-SHEL, California.

"I wish to say that *Carmen Sylva* is queen of all whites."—JACOB D. SPIEGEL, New Jersey.

A Good Word From the Other Side of the Globe.

"I am exceedingly well satisfied with what you sent me, not only as regards my actual results, but with the treatment I received from you. You gave me clean, beautiful little corms, and the selection (which I left entirely to you) was far better than if I had to undertake it myself.

"As to the flowers themselves: Two varieties remain still in my mind as visions of beauty: *Cynthia* and *Dorothy Vernon*. Their blending of the shades of yellow and pink is masterly, and I was sorry to see the last of them. I shall await next year's showing with eager anticipation. Of course, *Dr. Mayo* and *Jane Addams*—and especially the last named—are truly wonderful, and we admired them in full measure.

"I wish you every success in your work, which has so far carried so much daintiness, beauty and delicate charm to give happy hours to so many in all parts of the world, who love beauty and charm for their own sake."

WILLIAM H. V. HALL, Otorohanga, New Zealand.



Montezuma

CULTURAL DIRECTIONS

The gladiolus is easy to grow. It will do well in almost any good garden soil but a rich sandy loam is best.

Do not plant in the shade of trees or buildings. Especially stay away from trees and shrubs, whose tiny roots suck all the moisture out of the ground in a wide circle.

May be planted from middle of April to latter part of May. Plant in rows in four-five inch deep trenches, five to six inches between each bulb in the row and at least twenty inches between the rows.

Keep the top soil continually loose and free from weeds. Never allow a hard crust to form after rain or watering. In case of a long severe drought, soak the soil thoroughly once a week at least. Constant cultivation will also help wonderfully.

In cutting the flower spike allow at least four leaves to remain on the stalk. It weakens the bulb to cut stem too low.

Do not plant gladioli in the same patch many years in succession. New ground each year is best. Do not use horse manure as fertilizer. Ground fertilized with old cow manure the previous year is best.

Mark each variety with its proper name, written on a tag, tied to a stake. At blooming time it will add to your pleasure to know the right name of each variety.

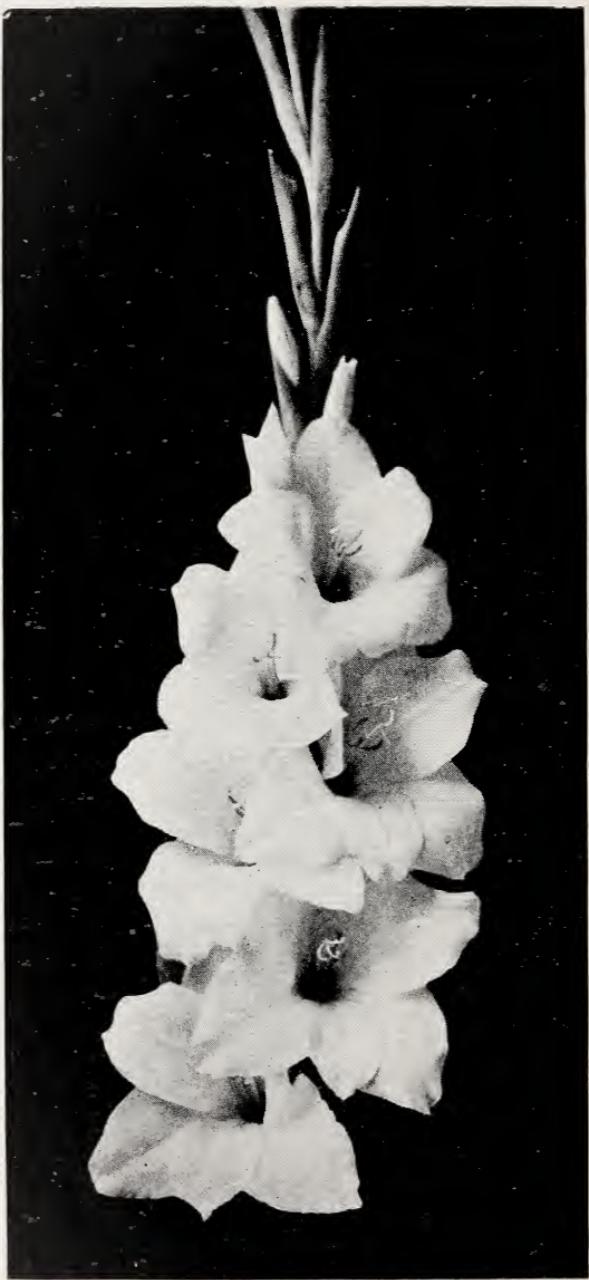
Dig bulbs in the late fall and, immediately after digging, cut the stem close to the bulb. Use a sharp knife or a small pruning shear, so you do not tear the husk.

Dry them in open air for a week or two, but protect them from frost at nights. Remove the roots and dirt and the old, decayed bulb. Save the bulblets, and plant them again in the spring. Sow them thickly, like peas, in shallow trenches, about two inches deep. They will bloom the second year.

When properly dried and cured store your bulbs away for the winter in a dry, frostproof place in the cellar.

On account of its extraordinary keeping qualities, the gladiolus surpasses all other flowers for cutting purposes. A bouquet can be kept fresh in a vase for a week or more. Not only that, but the blooms will prove even larger, brighter and more beautiful and perfect in every way when cut than when out in the sunny garden.

For the sick-room and hospital and for decorating churches and halls the gladiolus is the ideal flower, not only because of its beauty and stateliness and almost unlimited color-range, but also because of its lack of fragrance.



Carmen Sylva

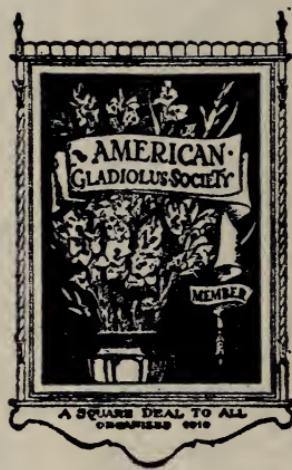
brains all up and down the rows. And that's what has made such outstanding glads as Miss Des Moines, Longfellow, Jane Addams and others I've mentioned. Still other new kinds in the making, too. We will hear about them in a few years.

The four of us had a fine lunch at the home of Mr. Prestgard, prepared by his two lovely daughters. Just as we got to dessert, who should come but our beloved glad friend A. J. Anderson of White Bear Lake, Minn. A. J. was at the Toledo show, had gone on to the Hartfield show, and was now wending his way back home.

Although protesting that he had eaten down town, Mr. Anderson was fairly dragged to a chair at the table by our host. This coming of Anderson was a real treat for us all, for to know A. J. is to love him. And his quiet, pithy good natured humor will be remembered by all who meet him. After lunch the five of us continued our quest of the Decorah made glads. And a jolly good time we had. Anderson kept suggesting they give him some fine new seedling, because they might be thrown away, even hinting he might come back and swipe some of them!

Doctor Long got a great kick out of watching us four glad fans inspect the blooming glads and rave over minutest details in color tints and shades, dainty ruffled edges of petals, placement of blooms, length and strength of spikes, etc., etc. Said something to the effect we seemed plumb nutty, or at least ought to be placed under observation. But we glad growers would feel the same if we could sit in and listen to a medical discussion about germs — the color of their eyes, mental reactions, idiosyncrasies, batting averages, etc., etc.





A SQUARE DEAL TO ALL
ORGANIZERS 1910